

Attachment D

Estimate

From

Agency DNA / KR Creative
 Creative Services for Worldwide
 Brands
 Hospitality+Beverage+Music+Event
 Industries
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Estimate Id

**newvenue2021 - CREATIVE + BRANDING +
 WEB + DIGITAL MARKETING + PACAKAGE**

Estimate For

The Clé Group
 1800 West Loop South
 Suite 1125
 Houston, TX 77027

Issue Date

08/24/2021

Item Type	Description	Quantity	Unit Price	Amount
Naming / Brand Identity / Logo Design	<ul style="list-style-type: none"> * Initial consultation call to discuss the business background, direction, colors, content * Naming of Hospitality Concept * Logo Design / Brand Identity / Slogan * Set Brand Colors * Brand Guidelines Deck * Mood Design Boards * 5-10 Branding Samples * All proofs / changes / revisions included * Follow-up calls to go over changes, concerns, new ideas 	1.00	\$15,500.00 USD	\$15,500.00 USD
Website Design & Development	<ul style="list-style-type: none"> * Initial consultation call to discuss the business background, direction, colors, content * Splash Page / Coming Soon (while site is being developed) * Design website/sections/pages with modern+simple+clean user face, fully responsive, optimized for all devices, select impactful images, custom content + artwork, contact forms, links to social media etc. * Creative copy for all sections of the sites, rework any current copywriting in place to reflect an easy understanding of the brand, identity, offerings, etc. * CMS for easy updates / changes, SEO built in, for mobile, strategic titles, descriptions, keywords, higher rankings, structured+compliant meta data, built with semantic HTML, optimized performance, cross-linking (like news, reviews, blogs, social media) * All proofs / changes / revisions included * Follow-up calls to go over changes, concerns, new ideas 	1.00	\$20,500.00 USD	\$20,500.00 USD

Graphic Design Package	<ul style="list-style-type: none"> * Initial consultation call to discuss the business background, direction, colors, content * Creative + Art Direction Strategy * Biz Card Design * Letter Head Design * Gift Card Design * 7-10 Marketing Flyers * Teaser / Coming Soon Ads * Now Hiring Flyers * Special Events Media Deck * Banner Advertisements Design * All proofs / changes / revisions included * Follow-up calls to go over changes, concerns, new ideas 	1.00	\$7,500.00 USD	\$7,500.00 USD
Digital Marketing Package	<ul style="list-style-type: none"> * Initial consultation call to discuss the business background, direction, colors, content * Includes 60 days of service (monthly retainer continues at \$7,000) * Create Digital Marketing Strategy & Planning 60 days * Create Social Media Strategy & Planning 60 days * Grow Following on Facebook & Instagram Platforms * Create Social Media Content * Create Advertising Strategy & Planning 60 days * Create Online Ad Content * Oversee Advertising & Placement of Ads * Setup Social Media Channels * Oversee Social Media Management & Engagement * All proofs / changes / revisions included * Follow-up calls to go over changes, concerns, new ideas 	1.00	\$18,500.00 USD	\$18,500.00 USD
Contract Terms	<ul style="list-style-type: none"> * \$31000.00 Deposit due before Service(s) is started * Deposit paid via ACH / BankWire / Check * Payment Schedule (remaining balance \$31000.00): \$15500.00 date 30 days \$15500.00, date 60 days * If Estimate is accepted, deposit invoice will be sent * No refunds and or cancellations once Service(s) is started 	1.00	\$0.00 USD	\$0.00 USD

Estimate Total \$62,000.00 USD